       c)   means for enabling the user to identify to the system the music product to be previewed;

       d)   means for user-interaction with the system enabling the user to choose among musical selections from the music product identified to the system for previewing, and enabling the user to control the musical selection playback; and,

wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging and further wherein the user is able to select among, and to control the playback of musical selections from the music product identified for previewing.

       3.   A system according to claim 2 wherein the information storage means utilizes an information storage medium selected from the group consisting of CD-ROM, audio CD, magnetic storage media, optical storage media, magneto-optical storage media, floptical storage media, ROM, EPROM, ROM card, Flash RAM, and combinations thereof.

       4.   A system according to claim 2 wherein the product identification means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen and an electromechanical switch, and combinations thereof.

       5.   A system according to claim 2 wherein the user-interaction means includes a user-system

interface selected from the group consisting of a keyboard, a keypad, a telephone keypad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

6.   A system according to claim 2 further comprising means for gathering and storing data concerning frequency of music product identification by users and data concerning frequency of music product musical selections chosen by users.

7.   A system according to claim 2 further comprising means for gathering and storing data concerning frequency of music product identification by users, the data being compiled by categories of music products.

8.   A system according to claim 2 further comprising means for gathering and storing data concerning music product identification events.

9.   A system according to claim 2 further comprising means for gathering and storing data concerning user-interactions with system for musical selection-choice events.

10. A method for user previewing at a retail sales location of a packaged music product available for sale without the user having to open the music product packaging which comprises the steps of:

a) providing a system at the retail sale location which has (i) preloaded data storage and playback means which preloaded data includes musical selections from the music product available for sale; (ii) means for enabling the user to identify to the system the music product to be previewed; and (iii) means for user interaction with the system for enabling the user to choose among musical selections from the music product identified to the system for previewing;

b) identifying to the system the music product to be previewed, using the product identification means;

c) choosing a musical selection for user previewing using the user interaction means; and,

d) interacting with the system to choose a second musical selection for user previewing using the user interaction means,

wherein the method enables the user to preview musical selections from a packaged music product at a retail sales location without the user having to open the music product packaging, and further wherein the user is able to choose among musical selections from the music product identified for previewing.

11.   A method according to claim 10 wherein the identifying step (b) includes supplying a unique music product code to the product identification means.

12.   A method according to claim 11 wherein the identifying step (b) includes a step selected from the group consisting of typing a textual description of the music product, transmitting a music product description to the system via voice command, typing a unique alphanumeric music product code, scanning a music product bar code appearing on the music product packaging, scanning a music product bar code appearing on a facsimile of the music product packaging, scanning a music product bar code appearing on a music product promotional material, scanning a label containing the music product code affixed to the music product, and combinations thereof.

13.   A method according to claim 11 wherein the identifying step (b) includes selecting an existing reference to the music product to be previewed presented to the user by the system.

14.   A method according to claim 13 wherein the identifying step (b) includes a step selected from the group consisting of touching a graphical depiction of the music product on a touch screen, touching a textual description of the music product as presented on a touch screen, touching a unique alphanumeric code corresponding to the music product on a touch screen, and combinations thereof.

15. A system for user-interactive previewing at a retail sales location of a packaged music product available for sale without the user having to open the music product packaging which comprises:

    a) data storage, retrieval and playback means containing preloaded data which includes musical selections from the music product available for sale, the means further providing for storage of data generated and collected during user operation of the system;

    b) means for enabling the user to identify to the system the music product to be previewed;

    c) means for user-interaction with the system enabling the user to choose among musical selections from the music products identified to the system for previewing, and enabling the user to control the musical selection playback; and,

    d) means for collecting data concerning frequency of music product identification by users and data concerning frequency of music product musical selections chosen by users,

wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging, further wherein the user is able to choose among and control the playback of musical selections from the music product identified for previewing, and further wherein the system generates and collects data concerning identification events and musical selection choice events during user operation of the system.

16. A system according to claim 15 wherein the data storage retrieval and playback means further comprises data transmission means to enable uploading and downloading of data.

17. A system according to claim 15 wherein the identification means includes a user-system interface selected from the group consisting of a keyboard, a key pad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

18.   A system for user-interactive previewing at
a retail sales location of a packaged music product
available for sale which comprises:

   a)   means for storing information which
   includes musical selections from the music
   product available for sale;

   b)   means for playing back stored
   information,;

   c)   means for enabling the user to
   identify to the system the music product to be
   previewed by selecting an existing reference to
   the music product presented to the user by the
   system; and,

   d)   means for user-interaction with the
   system enabling the user to choose among musical
   selections from the music product identified to
   the system for previewing, and enabling the user
   to control the musical selection playback;

wherein the system enables the user to preview
musical selections from a packaged music product
without the user having to open the music product
packaging and further wherein the user is able to
choose among, and to control the playback of musical
selections from the music product identified for
previewing.

19.   A system according to claim 18 wherein the
product identification means includes a user-system
interface which is selected from the group consisting
of means for touching a graphical depiction of the
music product on a touch screen, means for touching a
textual description of the music product as presented
on a touch screen, means for touching a unique

alphanumeric code corresponding to the music product on a touch screen, and combinations thereof.

20. A system according to claim 18 further comprising means for gathering data concerning frequency of music product identification by users and data concerning frequency of music product musical selections chosen by users.

21.   A system for user-interactive previewing at a retail sales location of a packaged music product available for sale without the user having to open the music product packaging which comprises:

a)   means for storing information which includes musical selections from the music product available for sale;

b)   means for playing back stored information,;

c)   means for enabling the user to identify to the system the music product to be previewed by supplying a music product code to the system;

d)   means for user-interaction with the system enabling the user to choose among musical selections from the music product identified to the system for previewing, and enabling the user to control the musical selection playback; wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging and further wherein the user is able to choose among and to control the playback of musical selections from the music product identified for previewing.

22.   A system according to claim 21 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the music product, means for transmitting a music product description via voice command, means for typing a unique alphanumeric music product code, means for scanning a music product bar code appearing on the music product packaging, means for scanning a music

product bar code appearing on a facsimile of the
music product packaging, means for scanning a music
product bar code appearing on a music product
promotional material, means for scanning a label
containing the music product code affixed to the
music product, and combinations thereof.

23. A system for user-interactive previewing of a packaged music product available for sale which comprises:

   a)   means for storing information which includes musical selections from the music product available for sale;

   b)   means for playing back stored information,;

   c)   means for enabling the user to identify to the system the music product to be previewed by selecting an existing reference to the music product presented to the user by the system; and,

   d)   means for user-interaction with the system enabling the user to choose among musical selections from the music product identified to the system for previewing, and enabling the user to control the musical selection playback;

wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging and further wherein the user is able to choose among, and to control the playback of musical selections from the music product identified for previewing.

24. A system according to claim 23 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the music product on a touch screen, means for touching a textual description of the music product as presented on a touch screen, means for touching a unique

alphanumeric code corresponding to the music product on a touch screen, and combinations thereof.

25. A system according to claim 23 further comprising means for gathering data concerning frequency of music product identification by users and data concerning frequency of music product musical selections chosen by users.

26. A system for user-interactive previewing of
a packaged music product available for sale without
the user having to open the music product packaging
which comprises:

a) means for storing information which
includes musical selections from the music
product available for sale;

b) means for playing back stored
information,;

c) means for enabling the user to
identify to the system the music product to be
previewed by supplying a music product code to
the system;

d) means for user-interaction with the
system enabling the user to choose among musical
selections from the music product identified to
the system for previewing, and enabling the user
to control the musical selection playback;
wherein the system enables the user to preview
musical selections from a packaged music product
without the user having to open the music product
packaging and further wherein the user is able to
choose among and to control the playback of musical
selections from the music product identified for
previewing.

27. A system according to claim 26 wherein the
product identification means includes a user-system
interface which is selected from the group consisting
of means for typing a textual description of the
music product, means for transmitting a music product
description via voice command, means for typing a
unique alphanumeric music product code, means for
scanning a music product bar code appearing on the
music product packaging, means for scanning a music

product bar code appearing on a facsimile of the music product packaging, means for scanning a music product bar code appearing on a music product promotional material, means for scanning a label containing the music product code affixed to the music product, and combinations thereof.

28. A system for user-interactive previewing at a retail sales location of a packaged software product available for sale which comprises:

a) means for storing information which includes program components from the software product available for sale;

b) means for retrieving stored information and for presenting it to the user,

c) means for enabling the user to identify to the system the software product to be previewed;

d) means for user-interaction with the system enabling the user to choose among program components from the software product identified to the system for previewing, and enabling the user to control the program components retrieval and presentation; and,

wherein the system enables the user to preview program components from a packaged software product without the user having to open the software product packaging and further wherein the user is able to select among, and to control the retrieval and presentation of program components from the software product identified for previewing.

29. A system according to claim 28 wherein the information storage means utilizes an information storage medium selected from the group consisting of CD-ROM, audio CD, magnetic storage media, optical storage media, magneto-optical storage media, floptical storage media, ROM, EPROM, ROM card, Flash RAM, and combinations thereof.

30. A system according to claim 28 wherein the product identification means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen and an electromechanical switch, and combinations thereof.

31. A system according to claim 28 wherein the user-interaction means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone keypad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

32. A system according to claim 28 further comprising means for gathering and storing data concerning frequency of software product identification by users and data concerning frequency of software product program components chosen by users.

33. A system according to claim 28 further comprising means for gathering and storing data concerning frequency of software product identification by users, the data being compiled by categories of software products.

34. A system according to claim 28 further comprising means for gathering and storing data concerning software product identification events.

35.   A system according to claim 28 further
comprising means for gathering and storing data
concerning user-interactions with system for software
product program component choice events.

36. A method for user previewing at a retail sales location of a packaged software product available for sale without the user having to open the software product packaging which comprises the steps of:

a) providing a system at the retail sale location which has (i) preloaded data storage, retrieval and presentation means which preloaded data includes program components from the software product available for sale; (ii) means for enabling the user to identify to the system the software product to be previewed; and (iii) means for user interaction with the system for enabling the user to choose among program components from the software product identified to the system for previewing;

b) identifying to the system the software product to be previewed, using the product identification means;

c) choosing a program component for user previewing using the user interaction means; and,

d) interacting with the system to choose a second program component for user previewing using the user interaction means,

wherein the method enables the user to preview program components from a packaged software product at a retail sales location without the user having to open the software product packaging, and further wherein the user is able to choose among program components from the software product identified for previewing.

37. A method according to claim 36 wherein the identifying step (b) includes supplying a unique software product code to the product identification means.

38. A method according to claim 36 wherein the identifying step (b) includes a step selected from the group consisting of typing a textual description of the software product, transmitting a software product description to the system via voice command, typing a unique alphanumeric software product code, scanning a software product bar code appearing on the software product packaging, scanning a software product bar code appearing on a facsimile of the software product packaging, scanning a software product bar code appearing on a software product promotional material, scanning a label containing the software product code affixed to the software product, and combinations thereof.

39. A method according to claim 36 wherein the identifying step (b) includes selecting an existing reference to the software product to be previewed presented to the user by the system.

40. A method according to claim 39 wherein the identifying step (b) includes a step selected from the group consisting of touching a graphical depiction of the software product on a touch screen, touching a textual description of the software product as presented on a touch screen, touching a unique alphanumeric code corresponding to the software product on a touch screen, and combinations thereof.

41. A system for user-interactive previewing at
a retail sales location of a packaged software
product available for sale without the user having to
open the software product packaging which comprises:

a)   data storage, retrieval and
presentation means containing preloaded data
which includes program components from the
software product available for sale, the means
further providing for storage of data generated
and collected during user operation of the
system;

b)   means for enabling the user to
identify to the system the software product to
be previewed;

c)   means for user-interaction with the
system enabling the user to choose among program
components from the software products identified
to the system for previewing, and enabling the
user to control the program component retrieval
and presentation; and,

d)   means for collecting data concerning
frequency of software product identification by
users and data concerning frequency of software
product program components chosen by users,

wherein the system enables the user to preview
program components from a packaged software product
without the user having to open the software product
packaging, further wherein the user is able to choose
among and control the retrieval and presentation of
program components from the software product
identified for previewing, and further wherein the
system generates and collects data concerning
identification events and program component choice
events during user operation of the system.

42. A system according to claim 41 wherein the data storage retrieval and presentation means further comprises data transmission means to enable uploading and downloading of data.

43. A system according to claim 41 wherein the identification means includes a user-system interface selected from the group consisting of a keyboard, a key pad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

44. A system for user-interactive previewing at a retail sales location of a packaged software product available for sale which comprises:

a) means for storing information which includes program components from the software product available for sale;

b) means for retrieving stored information and for presenting it to the user;

c) means for enabling the user to identify to the system the software product to be previewed by selecting an existing reference to the software product presented to the user by the system; and,

d) means for user-interaction with the system enabling the user to choose among program components from the software product identified to the system for previewing, and enabling the user to control the program component retrieval and presentation;

wherein the system enables the user to preview program components from a packaged software product without the user having to open the software product packaging and further wherein the user is able to choose among, and to control the retrieval and presentation of program components from the software product identified for previewing.

45. A system according to claim 44 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the software product on a touch screen, means for touching a textual description of the software product as presented on a touch screen, means for

touching a unique alphanumeric code corresponding to the software product on a touch screen, and combinations thereof.

46. A system according to claim 44 further comprising means for gathering data concerning frequency of software product identification by users and data concerning frequency of software product program components chosen by users.

47.   A system for user-interactive previewing at
a retail sales location of a packaged software
product available for sale without the user having to
open the software product packaging which comprises:

   a)   means for storing information which
   includes program components from the software
   product available for sale;

   b)   means for retrieving stored
   information and for presenting it to the user;

   c)   means for enabling the user to
   identify to the system the software product to
   be previewed by supplying a software product
   code to the system;

   d)   means for user-interaction with the
   system enabling the user to choose among
   program components from the software product
   identified to the system for previewing, and
   enabling the user to control the program
   component retrieval and presentation;
wherein the system enables the user to preview
program components from a packaged software product
without the user having to open the software product
packaging and further wherein the user is able to
choose among and to control the retrieval and
presentation of program components from the software
product identified for previewing.

48.   A system according to claim 47 wherein the
product identification means includes a user-system
interface which is selected from the group consisting
of means for typing a textual description of the
software product, means for transmitting a software
product description via voice command, means for
typing a unique alphanumeric software product code,
means for scanning a software product bar code

appearing on the software product packaging, means for scanning a software product bar code appearing on a facsimile of the software product packaging, means for scanning a software product bar code appearing on a software product promotional material, means for scanning a label containing the software product code affixed to the software product, and combinations thereof.

49. A system for user-interactive previewing of a packaged software product available for sale which comprises:

a) means for storing information which includes program components from the software product available for sale;

b) means for retrieving stored information and for presenting it to the user;

c) means for enabling the user to identify to the system the software product to be previewed by selecting an existing reference to the software product presented to the user by the system; and,

d) means for user-interaction with the system enabling the user to choose among program components from the software product identified to the system for previewing, and enabling the user to control the retrieval and presentation of program components;

wherein the system enables the user to preview program components from a packaged software product without the user having to open the software product packaging and further wherein the user is able to choose among, and to control the retrieval and presentation of program components from the software product identified for previewing.

50. A system according to claim 49 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the software product on a touch screen, means for touching a textual description of the software product as presented on a touch screen, means for

touching a unique alphanumeric code corresponding to the software product on a touch screen, and combinations thereof.

51.   A system according to claim 49 further comprising means for gathering data concerning frequency of software product identification by users and data concerning frequency of software product program components chosen by users.

52. A system for user-interactive previewing of a packaged software product available for sale without the user having to open the software product packaging which comprises:

a) means for storing information which includes program components from the software product available for sale;

b) means for retrieving stored information and for presenting it to the user;

c) means for enabling the user to identify to the system the software product to be previewed by supplying a software product code to the system;

d) means for user-interaction with the system enabling the user to choose among program components from the software product identified to the system for previewing, and enabling the user to control the program component retrieval and presentation;

wherein the system enables the user to preview program components from a packaged software product without the user having to open the software product packaging and further wherein the user is able to choose among and to control the retrieval and presentation of program components from the software product identified for previewing.

53. A system according to claim 52 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the software product, means for transmitting a software product description via voice command, means for typing a unique alphanumeric software product code, means for scanning a software product bar code

appearing on the software product packaging, means
for scanning a software product bar code appearing on
a facsimile of the software product packaging, means
for scanning a software product bar code appearing on
a software product promotional material, means for
scanning a label containing the software product code
affixed to the software product, and combinations
thereof.

54. A system for user-interactive previewing at a retail sales location of a packaged video product available for sale which comprises:

    a)   means for storing information which includes selections from the video product available for sale;

    b)   means for playing back stored information,

    c)   means for enabling the user to identify to the system the video product to be previewed;

    d)   means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to control the selection playback; and,

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to select among, and to control the playback of selections from the video product identified for previewing.

55. A system according to claim 54 wherein the information storage means utilizes an information storage medium selected from the group consisting of CD-ROM, audio CD, magnetic storage media, optical storage media, magneto-optical storage media, floptical storage media, ROM, EPROM, ROM card, Flash RAM, and combinations thereof.

56.   A system according to claim 54 wherein the product identification means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen and an electromechanical switch, and combinations thereof.

57.   A system according to claim 54 wherein the user-interaction means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone keypad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

58.   A system according to claim 54 further comprising means for gathering and storing data concerning frequency of video product identification by users and data concerning frequency of video product selections chosen by users.

59.   A system according to claim 54 further comprising means for gathering and storing data concerning frequency of video product identification by users, the data being compiled by categories of video products.

60.   A system according to claim 54 further comprising means for gathering and storing data concerning video product identification events.

61. A system according to claim 54 further comprising means for gathering and storing data concerning user-interactions with system for video product selection choice events.

62. A method for user previewing at a retail
sales location of a packaged video product available
for sale without the user having to open the video
product packaging which comprises the steps of:

      a) providing a system at the retail sale
location which has (i) preloaded data storage
and playback means which preloaded data includes
selections from the video product available for
sale; (ii) means for enabling the user to
identify to the system the video product to be
previewed; and (iii) means for user interaction
with the system for enabling the user to choose
among selections from the video product
identified to the system for previewing;

      b) identifying to the system the video
product to be previewed, using the product
identification means;

      c) choosing a selection for user
previewing using the user interaction means;
and,

      d) interacting with the system to choose
a second selection for user previewing using the
user interaction means,

wherein the method enables the user to preview
selections from a packaged video product at a retail
sales location without the user having to open the
video product packaging, and further wherein the user
is able to choose among selections from the video
product identified for previewing.

63. A method according to claim 62 wherein the
identifying step (b) includes supplying a unique
video product code to the product identification
means.

64. A method according to claim 63 wherein the
identifying step (b) includes a step selected from
the group consisting of typing a textual description
of the video product, transmitting a video product
description to the system via voice command, typing a
unique alphanumeric video product code, scanning a
video product bar code appearing on the video product
packaging, scanning a video product bar code
appearing on a facsimile of the video product
packaging, scanning a video product bar code
appearing on a video product promotional material,
scanning a label containing the video product code
affixed to the video product, and combinations
thereof.

65. A method according to claim 62 wherein the
identifying step (b) includes selecting an existing
reference to the video product to be previewed
presented to the user by the system.

66. A method according to claim 65 wherein the
identifying step (b) includes a step selected from
the group consisting of touching a graphical
depiction of the video product on a touch screen,
touching a textual description of the video product
as presented on a touch screen, touching a unique
alphanumeric code corresponding to the video product
on a touch screen, and combinations thereof.

67.   A system for user-interactive previewing at a retail sales location of a packaged video product available for sale without the user having to open the video product packaging which comprises:

      a)   data storage, retrieval and playback means containing preloaded data which includes selections from the video product available for sale, the means further providing for storage of data generated and collected during user operation of the system;

      b)   means for enabling the user to identify to the system the video product to be previewed;

      c)   means for user-interaction with the system enabling the user to choose among selections from the video products identified to the system for previewing, and enabling the user to control the selection playback; and,

      d)   means for collecting data concerning frequency of video product identification by users and data concerning frequency of video product selections chosen by users,

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging, further wherein the user is able to choose among and control the playback of selections from the video product identified for previewing, and further wherein the system generates and collects data concerning identification events and selection choice events during user operation of the system.

68. A system according to claim 67 wherein the data storage retrieval and playback means further comprises data transmission means to enable uploading and downloading of data.

69. A system according to claim 67 wherein the identification means includes a user-system interface selected from the group consisting of a keyboard, a key pad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

70.   A system for user-interactive previewing at a retail sales location of a packaged video product available for sale which comprises:

a)   means for storing information which includes selections from the video product available for sale;

b)   means for playing back stored information,;

c)   means for enabling the user to identify to the system the video product to be previewed by selecting an existing reference to the video product presented to the user by the system; and,

d)   means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to control the selection playback;

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to choose among, and to control the playback of selections from the video product identified for previewing.

71.   A system according to claim 70 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the video product on a touch screen, means for touching a textual description of the video product as presented on a touch screen, means for touching a unique alphanumeric code corresponding to the video product on a touch screen, and combinations thereof.

72. A system according to claim 70 further
comprising means for gathering data concerning
frequency of video product identification by users
and data concerning frequency of video product
selections chosen by users.

73. A system for user-interactive previewing at a retail sales location of a packaged video product available for sale without the user having to open the video product packaging which comprises:

a) means for storing information which includes selections from the video product available for sale;

b) means for playing back stored information,;

c) means for enabling the user to identify to the system the video product to be previewed by supplying a video product code to the system;

d) means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to control the selection playback;

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to choose among and to control the playback of selections from the video product identified for previewing.

74. A system according to claim 73 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the video product, means for transmitting a video product description via voice command, means for typing a unique alphanumeric video product code, means for scanning a video product bar code appearing on the video product packaging, means for scanning a video product bar code appearing on a facsimile of the

video product packaging, means for scanning a video product bar code appearing on a video product promotional material, means for scanning a label containing the video product code affixed to the video product, and combinations thereof.

75. A system for user-interactive previewing of a packaged video product available for sale which comprises:

a) means for storing information which includes selections from the video product available for sale;

b) means for playing back stored information,;

c) means for enabling the user to identify to the system the video product to be previewed by selecting an existing reference to the video product presented to the user by the system; and,

d) means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to control the selection playback;

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to choose among, and to control the playback of selections from the video product identified for previewing.

76. A system according to claim 75 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the video product on a touch screen, means for touching a textual description of the video product as presented on a touch screen, means for touching a unique alphanumeric code corresponding to the video product on a touch screen, and combinations thereof.

77.   A system according to claim 75 further comprising means for gathering data concerning frequency of video product identification by users and data concerning frequency of video product selections chosen by users.

78.   A system for user-interactive previewing of
a packaged video product available for sale without
the user having to open the video product packaging
which comprises:

        a)   means for storing information which
    includes selections from the video product
    available for sale;

        b)   means for playing back stored
    information,;

        c)   means for enabling the user to
    identify to the system the video product to be
    previewed by supplying a video product code to
    the system;

        d)   means for user-interaction with the
    system enabling the user to choose among
    selections from the video product identified to
    the system for previewing, and enabling the user
    to control the selection playback;
wherein the system enables the user to preview
selections from a packaged video product without the
user having to open the video product packaging and
further wherein the user is able to choose among and
to control the playback of selections from the video
product identified for previewing.

79.   A system according to claim 78 wherein the
product identification means includes a user-system
interface which is selected from the group consisting
of means for typing a textual description of the
video product, means for transmitting a video product
description via voice command, means for typing a
unique alphanumeric video product code, means for
scanning a video product bar code appearing on the
video product packaging, means for scanning a video
product bar code appearing on a facsimile of the

video product packaging, means for scanning a video
product bar code appearing on a video product
promotional material, means for scanning a label
containing the video product code affixed to the
video product, and combinations thereof.

80. A system for user-interactive previewing at a retail sales location of a packaged, interactive CD-ROM product available for sale which comprises:

a) means for storing information which includes program components and features from the CD-ROM product available for sale;

b) means for retrieving stored information and for presenting it to the user;

c) means for enabling the user to identify to the system the interactive CD-ROM product to be previewed;

d) means for user-interaction with the system enabling the user to choose among program components and features from the interactive CD-ROM product identified to the system for previewing, and enabling the user to control the retrieval and presentation of program components and features; and,

wherein the system enables the user to preview program components and features from a packaged, interactive CD-ROM product without the user having to open the interactive CD-ROM product packaging and further wherein the user is able to select among, and to control the retrieval and presentation of program components and features from the interactive CD-ROM product identified for previewing.

81. A system according to claim 80 wherein the information storage means utilizes an information storage medium selected from the group consisting of CD-ROM, audio CD, magnetic storage media, optical storage media, magneto-optical storage media, floptical storage media, ROM, EPROM, ROM card, Flash RAM, and combinations thereof.

82. A system according to claim 80 wherein the product identification means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen and an electromechanical switch, and combinations thereof.

83. A system according to claim 80 wherein the user-interaction means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone keypad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

84. A system according to claim 80 further comprising means for gathering and storing data concerning frequency of interactive CD-ROM product identification by users and data concerning frequency of CD-ROM product program components and features chosen by users.

85. A system according to claim 80 further comprising means for gathering and storing data concerning frequency of interactive CD-ROM product identification by users, the data being compiled by categories of interactive CD-ROM products.

86. A system according to claim 80 further comprising means for gathering and storing data concerning interactive CD-ROM product identification events.

87.   A system according to claim 80 further comprising means for gathering and storing data concerning user-interactions with system for interactive CD-ROM product program components and features choice events.

88. A method for user previewing at a retail
sales location of a packaged, interactive CD-ROM
product available for sale without the user having to
open the interactive CD-ROM product packaging which
comprises the steps of:

a) providing a system at the retail sale
location which has (i) preloaded data storage
retrieval and presentation means which preloaded
data includes program components and features
from the interactive CD-ROM product available
for sale; (ii) means for enabling the user to
identify to the system the interactive CD-ROM
product to be previewed; and (iii) means for
user interaction with the system for enabling
the user to choose among program components and
features from the interactive CD-ROM product
identified to the system for previewing;

b) identifying to the system the
interactive CD-ROM product to be previewed,
using the product identification means;

c) choosing program components and
features for user previewing using the user
interaction means; and,

d) interacting with the system to choose
additional program components and features for
user previewing using the user interaction
means,

wherein the method enables the user to preview
program components and features from a packaged,
interactive CD-ROM product at a retail sales location
without the user having to open the interactive CD-
ROM product packaging, and further wherein the user
is able to choose among program components and

features from the interactive CD-ROM product
identified for previewing.

89.   A method according to claim 88 wherein the
identifying step (b) includes supplying a unique
interactive CD-ROM product code to the product
identification means.

90.   A method according to claim 89 wherein the
identifying step (b) includes a step selected from
the group consisting of typing a textual description
of the interactive CD-ROM product, transmitting a
interactive CD-ROM product description to the system
via voice command, typing a unique alphanumeric
interactive CD-ROM product code, scanning an
interactive CD-ROM product bar code appearing on the
interactive CD-ROM product packaging, scanning an
interactive CD-ROM product bar code appearing on a
facsimile of the interactive CD-ROM product
packaging, scanning an interactive CD-ROM product bar
code appearing on an interactive CD-ROM product
promotional material, scanning a label containing the
interactive CD-ROM product code affixed to the
interactive CD-ROM product, and combinations thereof.

91.   A method according to claim 88 wherein the
identifying step (b) includes selecting an existing
reference to the interactive CD-ROM product to be
previewed presented to the user by the system.

92.   A method according to claim 91 wherein the
identifying step (b) includes a step selected from
the group consisting of touching a graphical
depiction of the interactive CD-ROM product on a
touch screen, touching a textual description of the

interactive CD-ROM product as presented on a touch screen, touching a unique alphanumeric code corresponding to the interactive CD-ROM product on a touch screen, and combinations thereof.

93. A system for user-interactive previewing at a retail sales location of a packaged interactive CD-ROM product available for sale without the user having to open the interactive CD-ROM product packaging which comprises:

a) data storage, retrieval and presentation means containing preloaded data which includes program components and features from the interactive CD-ROM product available for sale, the means further providing for storage of data generated and collected during user operation of the system;

b) means for enabling the user to identify to the system the interactive CD-ROM product to be previewed;

c) means for user-interaction with the system enabling the user to choose among program components and features from the interactive CD-ROM products identified to the system for previewing, and enabling the user to control the retrieval and presentation of program components and features; and,

d) means for collecting data concerning frequency of interactive CD-ROM product identification by users and data concerning frequency of interactive CD-ROM product program components and features chosen by users,

wherein the system enables the user to preview program components and features from a packaged, interactive CD-ROM product without the user having to open the interactive CD-ROM product packaging, further wherein the user is able to choose among and control the retrieval and presentation of program components and features from the interactive CD-ROM

product identified for previewing, and further
wherein the system generates and collects data
concerning identification events and program
components and features choice events during user
operation of the system.

94.   A system according to claim 93 wherein the
data storage retrieval and presentation means further
comprises data transmission means to enable uploading
and downloading of data.

95.   A system according to claim 93 wherein the
identification means includes a user-system interface
selected from the group consisting of a keyboard, a
key pad, a telephone key pad, a touch sensitive pad
with an overlay, an optical scanner, a touch screen,
an electromechanical switch and combinations thereof.

96. A system for user-interactive previewing at a retail sales location of a packaged interactive CD-ROM product available for sale which comprises:

      a)   means for storing information which includes program components and features from the interactive CD-ROM product available for sale;

      b)   means for retrieving stored information and for presenting it to the user;

      c)   means for enabling the user to identify to the system the interactive CD-ROM product to be previewed by selecting an existing reference to the interactive CD-ROM product presented to the user by the system; and,

      d)   means for user-interaction with the system enabling the user to choose among program components and features from the interactive CD-ROM product identified to the system for previewing, and enabling the user to control the retrieval and presentation of program components and features;

wherein the system enables the user to preview program components and features from a packaged, interactive CD-ROM product without the user having to open the interactive CD-ROM product packaging and further wherein the user is able to choose among, and to control the retrieval and presentation of program components and features from the interactive CD-ROM product identified for previewing.

97. A system according to claim 96 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the interactive CD-ROM product on a touch screen, means for touching a textual description of the interactive CD-ROM product as presented on a touch screen, means for touching a unique alphanumeric code corresponding to the interactive CD-ROM product on a touch screen, and combinations thereof.

98. A system according to claim 96 further comprising means for gathering data concerning frequency of interactive CD-ROM product identification by users and data concerning frequency of interactive CD-ROM product program components and features chosen by users.

99.   A system for user-interactive previewing at
a retail sales location of a packaged, interactive
CD-ROM product available for sale without the user
having to open the interactive CD-ROM product
packaging which comprises:

a)   means for storing information which
includes program components and features from
the interactive CD-ROM product available for
sale;

b)   means for retrieving stored
information and for presenting it to the user;

c)   means for enabling the user to
identify to the system the interactive CD-ROM
product to be previewed by supplying an
interactive CD-ROM product code to the system;

d)   means for user-interaction with the
system enabling the user to choose among program
components and features from the interactive CD-
ROM product identified to the system for
previewing, and enabling the user to control the
retrieval and presentation of program components
and features;

wherein the system enables the user to preview
program components and features from a packaged,
interactive CD-ROM product without the user having to
open the interactive CD-ROM product packaging and
further wherein the user is able to choose among and
to control the retrieval and presentation of program
components and features from the interactive CD-ROM
product identified for previewing.

100. A system according to claim 99 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the interactive CD-ROM product, means for transmitting an interactive CD-ROM product description via voice command, means for typing a unique alphanumeric interactive CD-ROM product code, means for scanning an interactive CD-ROM product bar code appearing on the interactive CD-ROM product packaging, means for scanning an interactive CD-ROM product bar code appearing on a facsimile of the interactive CD-ROM product packaging, means for scanning an interactive CD-ROM product bar code appearing on an interactive CD-ROM product promotional material, means for scanning a label containing the interactive CD-ROM product code affixed to the interactive CD-ROM product, and combinations thereof.

101. A system for user-interactive previewing of a packaged interactive CD-ROM product available for sale which comprises:

    a)   means for storing information which includes program components and features from the interactive CD-ROM product available for sale;

    b)   means for retrieving stored information and for presenting it to the user;

    c)   means for enabling the user to identify to the system the interactive CD-ROM product to be previewed by selecting an existing reference to the interactive CD-ROM product presented to the user by the system; and,

    d)   means for user-interaction with the system enabling the user to choose among program components and features from the interactive CD-ROM product identified to the system for previewing, and enabling the user to control the retrieval and presentation program components and features;

wherein the system enables the user to preview program components and features from a packaged, interactive CD-ROM product without the user having to open the interactive CD-ROM product packaging and further wherein the user is able to choose among, and to control the retrieval and presentation of program components and features from the interactive CD-ROM product identified for previewing.

102. A system according to claim 101 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the

interactive CD-ROM product on a touch screen, means
for touching a textual description of the interactive
CD-ROM product as presented on a touch screen, means
for touching a unique alphanumeric code corresponding
to the interactive CD-ROM product on a touch screen,
and combinations thereof.

103. A system according to claim 101 further
comprising means for gathering data concerning
frequency of interactive CD-ROM product
identification by users and data concerning frequency
of interactive CD-ROM product program components and
features chosen by users.

104. A system for user-interactive previewing of a packaged, interactive CD-ROM product available for sale without the user having to open the interactive CD-ROM product packaging which comprises:

a) means for storing information which includes program components and features from the interactive CD-ROM product available for sale;

b) means for retrieving stored information and for presenting it to the user;

c) means for enabling the user to identify to the system the interactive CD-ROM product to be previewed by supplying an interactive CD-ROM product code to the system;

d) means for user-interaction with the system enabling the user to choose among program components and features from the interactive CD-ROM product identified to the system for previewing, and enabling the user to control the retrieval and presentation of program components and features;

wherein the system enables the user to preview program components and features from a packaged, interactive CD-ROM product without the user having to open the interactive CD-ROM product packaging and further wherein the user is able to choose among and to control the retrieval and presentation of program components and features from the interactive CD-ROM product identified for previewing.

105. A system according to claim 104 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the interactive CD-ROM product, means for transmitting an

interactive CD-ROM product description via voice command, means for typing a unique alphanumeric interactive CD-ROM product code, means for scanning an interactive CD-ROM product bar code appearing on the interactive CD-ROM product packaging, means for scanning an interactive CD-ROM product bar code appearing on a facsimile of the interactive CD-ROM product packaging, means for scanning an interactive CD-ROM product bar code appearing on an interactive CD-ROM product promotional material, means for scanning a label containing the interactive CD-ROM product code affixed to the interactive CD-ROM product, and combinations thereof.